



TRADEMARK USE COMPANY PROFILE

WE WILL NEED SOME INFORMATION ABOUT YOUR COMPANY TO CREATE A NEW TRADEMARK USE ACCOUNT. PLEASE ENTER YOUR COMPANY INFORMATION BELOW:
ASTERISK (*) DENOTES REQUIRED INFORMATION

* FIRST NAME:

* LAST NAME:

* COMPANY NAME:

* CONTACT PHONE:

 - - EXT.

FAX NUMBER:

 - -

* E-MAIL ADDRESS:

COMPANY URL:

* ACCOUNT PASSWORD:

* COMPANY ADDRESS:

CITY: STATE: ZIP:

☐ PLEASE KEEP ME UP TO DATE WITH THE LATEST BILLSOUTH INTELLECTUAL PROPERTY PRODUCTS AND SERVICES ANNOUNCEMENTS VIA E-MAIL.


BACK

SUBMIT


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FIG. 3B





INTELLECTUAL PROPERTY



TRADEMARK USE EVENT REGISTRATION

PLEASE REGISTER YOUR EVENT BY COMPLETING THE FORM BELOW:

ASTERISK () DENOTES REQUIRED INFORMATION*

* EVENT TITLE:

* EVENT DESCRIPTION:
(MAXIMUM OF 255
CHARACTERS WILL
BE SAVED)

* EVENT START DATE:
(MM/DD/YYYY)

* EVENT DURATION:

/ /
- PLEASE SELECT -

(EXAMPLE: CONSUMER, SMALL BUSINESS,
MOBILITY, ETC.)
 - -

\$
(MAXIMUM VALUE IS \$50.000)

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BACK

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SUBMIT

FIG. 3C



TRADEMARK USE AGREEMENT FOR SMALL SPONSORSHIPS LOGIN

THE BELLSOUTH NAME, MARK, OR LOGO (THE "BELLSOUTH MARKS") MAY NOT BE USED BY THIRD PARTIES WITHOUT AGREEING TO THE ONLINE TRADEMARK AGREEMENT OR OBTAINING THE PRIOR WRITTEN CONSENT OF BELLSOUTH INTELLECTUAL PROPERTY MARKETING CORPORATION ("BELLSOUTH"). ANY UNAUTHORIZED USE OF THE BELLSOUTH MARKS IS A VIOLATION OF BELLSOUTH'S INTELLECTUAL PROPERTY RIGHTS.

ORGANIZATIONS CAN REGISTER HERE TO GAIN PERMISSION TO USE THE BELLSOUTH NAME AND LOGO SOLELY FOR REPRODUCTION ASSOCIATED WITH AN EVENT. YOU WILL BE ABLE TO DOWNLOAD APPROVED BELLSOUTH MARK GRAPHICS FOR USE.

ENTER YOUR E-MAIL ADDRESS AND PASSWORD TO GAIN ACCESS TO AN EXISTING COMPANY ACCOUNT.

- IF YOUR COMPANY DOES NOT HAVE AN ACCOUNT, YOU WILL NEED TO CREATE A NEW ACCOUNT.
- IF YOU DO NOT REMEMBER THE ACCOUNT'S PASSWORD, WE CAN E-MAIL IT TO YOU SO THAT YOU CAN ACCESS YOUR COMPANY ACCOUNT.

E-MAIL ADDRESS:

PASSWORD:

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LOGIN

E-MAIL PASSWORD


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FIG. 4B





INTELLECTUAL PROPERTY

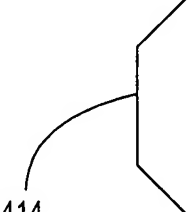


TRADEMARK USE AGREEMENT OPTIONS

WELCOME !

BEFORE BELLSOUTH MARKS CAN BE DOWNLOADED IN CONJUNCTION WITH AN EVENT, THE EVENT NEEDS TO BE PROPERLY REGISTERED. INFORMATION ASSOCIATED WITH THE USE OF OUR MARKS CAN BE FOUND IN THE FREQUENTLY ASKED QUESTIONS.

PLEASE SELECT ONE OF THE OPTIONS BELOW:



- REGISTER A NEW EVENT
- TRADEMARK DOWNLOAD FOR REGISTERED EVENTS
- UPDATE YOUR COMPANY INFORMATION
- TRADEMARK USE FAQ'S
- CONTACT BELLSOUTH INTELLECTUAL PROPERTY (BIPCO)
- EXIT / LOGOFF

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FIG. 4C



TRADEMARK USE AGREEMENT TERMS AND CONDITIONS

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ORGANIZATION:	BOY SCOUTS TROOP 288
EVENT:	CAMP OUTING

PLEASE READ THIS TRADEMARK USE AGREEMENT ("AGREEMENT") CAREFULLY BEFORE PRESSING THE "AGREE" BUTTON BELOW. BY PRESSING "AGREE", YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE, PLEASE REMOVE THE BELL SOUTH NAME OR LOGO(S) FROM ANY PROMOTIONAL OR ADVERTISING SIGNS OR ITEMS ASSOCIATED WITH YOUR EVENT.

YOU HAVE THE OPTION TO DISPLAY THE TERMS AND CONDITIONS FOR PRINTING.

1. YOU OR YOUR ORGANIZATION (THE "USER") ACKNOWLEDGE THAT YOU HAVE ENTERED INTO A VALID WRITTEN OR ORAL AGREEMENT (THE "MASTER AGREEMENT") WITH BELL SOUTH CORPORATION OR ITS AFFILIATE OR MANAGERIALLY CONTROLLED COMPANY (THE "SPONSOR") TO SPONSOR AN EVENT (THE "EVENT") CONDUCTED OR CONTROLLED BY THE USER. USER FURTHER ACKNOWLEDGES THAT ANY BREACH OF THE MASTER AGREEMENT SHALL CONSTITUTE AN IMMEDIATE BREACH OF THIS AGREEMENT. TO THE

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428

AGREE

DISAGREE

426

418

FIG. 4D

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INTELLECTUAL PROPERTY		TERMS AND CONDITIONS - MICROSOFT INTERNET EXPLORER					
		FILE EDIT VIEW FAVORITES TOOLS HELP					
TRADEMARK USE AGREEMENT TERMS AND CONDITIONS		<p>BELLSOUTH® ONLINE CLICK WRAP AGREEMENT FOR SMALL SPONSORSHIPS</p> <p>PLEASE READ THIS TRADEMARK USE AGREEMENT ("AGREEMENT") CAREFULLY BEFORE PRESSING THE "AGREE" BUTTON BELOW. BY PRESSING "AGREE" YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE, PLEASE REMOVE THE BELLSOUTH NAME OR LOGO(S) FROM ANY PROMOTIONAL OR ADVERTISING SIGNS OR ITEMS ASSOCIATED WITH YOUR EVENT.</p> <p>1. YOU OR YOUR ORGANIZATION (THE "USER") ACKNOWLEDGE THAT YOU HAVE ENTERED INTO A VALID WRITTEN OR ORAL AGREEMENT (THE "MASTER AGREEMENT") WITH BELLSOUTH CORPORATION OR ITS AFFILIATE OR MANAGERIALLY CONTROLLED COMPANY (THE "SPONSOR") TO SPONSOR AN EVENT (THE "EVENT") CONDUCTED OR CONTROLLED BY THE USER. USER FURTHER ACKNOWLEDGES THAT ANY BREACH OF THE MASTER AGREEMENT SHALL CONSTITUTE AN IMMEDIATE BREACH OF THIS AGREEMENT. TO THE EXTENT THAT THE TERMS OF THIS AGREEMENT AND THE MASTER AGREEMENT CONFLICT, THE TERMS OF THIS AGREEMENT WILL CONTROL.</p> <p>2. BELLSOUTH INTELLECTUAL PROPERTY MARKETING</p>					
<table border="1"> <tr> <td>ORGANIZATION:</td> <td>BOY SCOUTS TR</td> </tr> <tr> <td>EVENT:</td> <td>CAMP OUTING</td> </tr> </table> <p>PLEASE READ THIS TRADEMARK USE AGREEMENT BEFORE PRESSING THE "AGREE" BUTTON. BY PRESSING "AGREE" YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE, PLEASE REMOVE THE BELLSOUTH NAME OR LOGO(S) FROM ANY PROMOTIONAL OR ADVERTISING SIGNS OR ITEMS ASSOCIATED WITH YOUR EVENT.</p> <p>YOU HAVE THE OPTION TO DISPLAY THE TERMS OF THIS AGREEMENT.</p> <p>1. YOU OR YOUR ORGANIZATION (THE "USER") ACKNOWLEDGE THAT YOU HAVE ENTERED INTO A VALID WRITTEN OR ORAL AGREEMENT (THE "MASTER AGREEMENT") WITH BELLSOUTH CORPORATION OR ITS AFFILIATE OR MANAGERIALLY CONTROLLED COMPANY (THE "SPONSOR") TO SPONSOR AN EVENT (THE "EVENT") CONDUCTED OR CONTROLLED BY THE USER. USER FURTHER ACKNOWLEDGES THAT ANY BREACH OF THE MASTER AGREEMENT SHALL CONSTITUTE AN IMMEDIATE BREACH OF THIS AGREEMENT. TO THE EXTENT THAT THE TERMS OF THIS AGREEMENT AND THE MASTER AGREEMENT CONFLICT, THE TERMS OF THIS AGREEMENT WILL CONTROL.</p>	ORGANIZATION:	BOY SCOUTS TR	EVENT:	CAMP OUTING	<p>425</p> <p>AGREE DISAGREE</p>		
ORGANIZATION:	BOY SCOUTS TR						
EVENT:	CAMP OUTING						

FIG. 4E



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TRADEMARK USE REGISTERED EVENTS

THE BELLSOUTH NAME, MARK, OR LOGO (THE "BELLSOUTH MARKS") MAY NOT BE USED BY THIRD PARTIES WITHOUT AGREEING TO THE ONLINE TRADEMARK AGREEMENT OR OBTAINING THE PRIOR WRITTEN CONSENT OF BELLSOUTH INTELLECTUAL PROPERTY MARKETING CORPORATION ("BELLSOUTH"). ANY UNAUTHORIZED USE OF THE BELLSOUTH MARKS IS A VIOLATION OF BELLSOUTH'S INTELLECTUAL PROPERTY RIGHTS.

PLEASE SELECT THE EVENT FOR WHICH YOU WILL BE DOWNLOADING BELLSOUTH LOGOS BY CLICKING ON THE EVENT TITLE. YOU ALSO HAVE THE OPTION TO ADD A NEW EVENT TO THE LIST.

VIEW	BOY SCOUTS EVENT TITLE(S)	START DATE
<input type="radio"/>	<u>CAMP OUTING</u>	1/1/02

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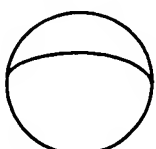
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FIG. 4F



	<IPSERVICES@BELLSOUTH.NET>	TO:	<TROOP.LEADER@SCOUTS.COM>
	11/13/2001 01:40 PM	CC:	
		SUBJECT:	TRADEMARK LICENSE AGREEMENT EVENT REGISTRARION

DEAR MR. TROOP LEADER,

YOUR BELLSOUTH CLICK WRAP ONLINE TRADEMARK LICENSE AGREEMENT IS COMPLETE. THE FOLLOWING INFORMATION HAS BEEN ENTERED INTO THE BELLSOUTH TRADEMARK LICENSE AGREEMENT DATABASE:

YOUR COMPANY: BOY SCOUT TROOP 288
COMPANY ADDRESS: SCOUT ROAD
ANYWHERE, STATE 55555

EVENT TITLE: CAMP OUTING
EVENT DATE: 11/1/02

BELLSOUTH SPONSORING COMPANY: CONSUMER DIVISION

DATE OF ENTRY: 11/13/01 1:32:01 PM

THANK YOU FOR USING THE BELLSOUTH CLICK WRAP ONLINE TRADEMARK LICENSE AGREEMENT

FIG. 4G



TRADEMARK USE LOGO SLICK PAGE

TO DOWNLOAD A GRAPHICS FOR THE EVENT, **TEST EVENT**, PLEASE CLICK ON THE SELECTED GRAPHIC'S FILE FORMAT.

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PLEASE NOTE, THE BELLSOUTH AFFILIATE AND/OR THE EVENT HOLDER MUST PROVIDE EXAMPLES OF HOW THE BELLSOUTH MARK WILL BE DISPLAYED AT THE EVENT TO THE BIPMAN CORPORATE IDENTITY DIRECTOR, MARY VAN EHRlich. TELEPHONE (404) 249-2451 OR E-MAIL.

BELLSOUTH LOGO

FORMAT(S): EPS | JPEG

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IMAGE IS ABOUT 75% ACTUAL GRAPHIC SIZE. THE GRAPHIC IS OFFERED IN ENCAPSULATED POSTSCRIPT (EPS) AND JPEG FORMATS.

BELLSOUTH

BELLSOUTH LOGO WITH BELL

FORMAT(S): EPS | JPEG

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STANDARD BELLSOUTH LOGO PRECEDED BY THE BELL SYMBOL. IMAGE IS ABOUT 75% ACTUAL GRAPHIC SIZE. THE GRAPHIC IS OFFERED IN ENCAPSULATED POSTSCRIPT (EPS) AND JPEG FORMATS.

 **BELLSOUTH**

BELLSOUTH LOGO WITH BELL AND REGISTERED TRADEMARK

FORMAT(S): EPS | JPEG

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FIG. 5B